

Trend report and News from Bemz

Pop Graphic – bold, colourful and geometric



More high-resolution images [here](#).

April 7, 2016 – The designers at **Bemz**, the company known for its fabulous range of designer covers for IKEA furniture, are now introducing the latest trend report – Pop Graphic. Inspired by the cutting edge trend based on the Memphis Group’s style, Bemz creates a striking look of bold colour blocks and geometric shapes.

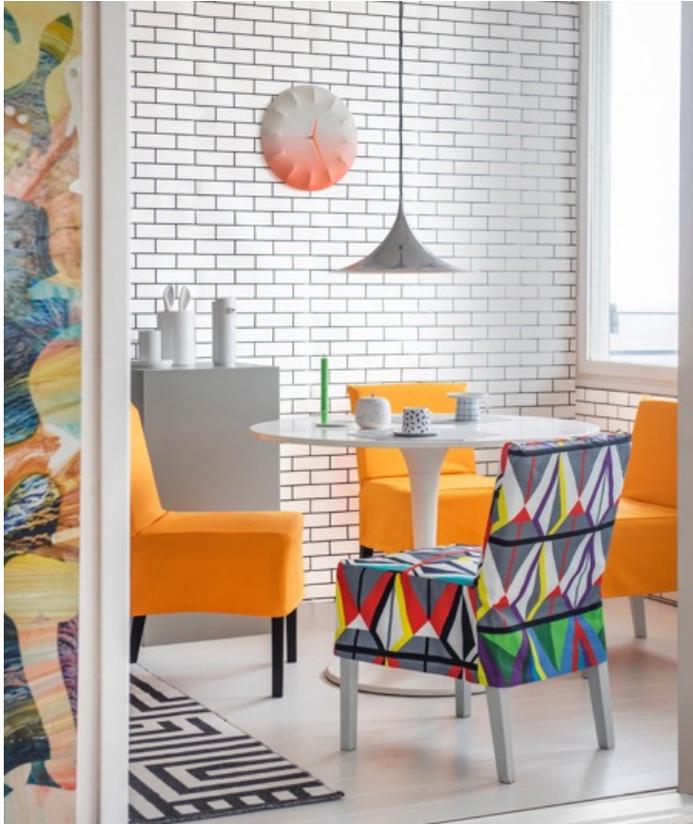
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News

As a part of this trend report, **Bemz** is introducing a trio of new geometric patterns designed by Katarina Wiklund into its collection: Brick Black, Bromma Stripe Caffè Latte and Bromma Stripe Jet Black. The company is also launching covers for two and three-seater Norsborg sofas, the corner sections, and the chaise longue. Norsborg sofa covers come with practical pockets on the sides of the armrests, ideal for storing remote controls and other smaller items out of sight.



Bemz cover for [NEW] Norsborg sofa with pockets in Vanilla Yellow, £189. Bemz cover for [NEW] Norsborg add-on chaise longue in Vanilla Yellow, £109. Bemz cover for Klappsta armchair in Classic Ruta Black, £99. Bemz cushion covers in Tegnér Melange Rose, £25, and [NEW] Brick Black by Katarina Wiklund, £19.

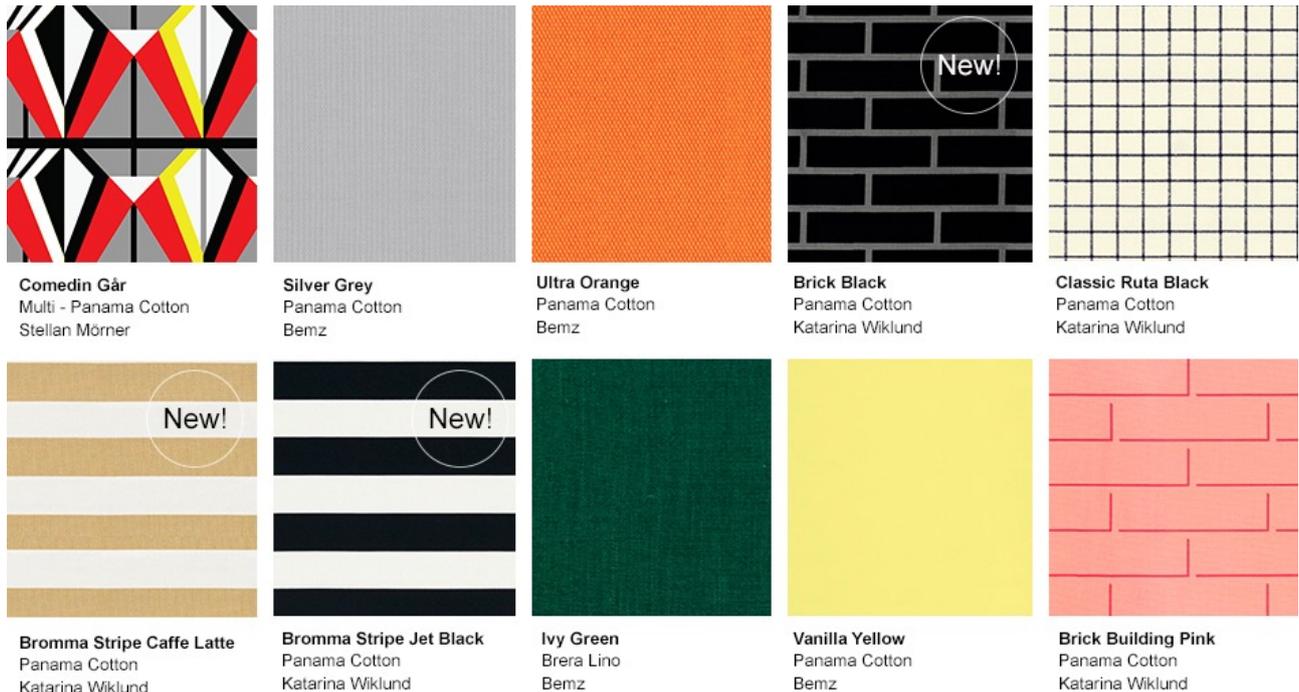


Left: Bemz medium skirt covers for Nils chair in Comedin Går by Stellan Mörner, £59, and Ultra Orange, £29. Right: Bemz cover for Klappsta armchair in Classic Ruta Black, £99

What's the inspiration behind Pop Graphic?

In the early 1980s, a group of architects and designers based in Milan formed the Memphis Group to challenge the conventional world of interior design. They created a look based on bold colour and asymmetric shapes, inspired by art deco and pop art.

The signature theme of the Pop Graphic look is a contrast of geometric objects and colours. The style includes clean surfaces and a distinct lack of clutter. It is structured, logical and organised but uses vibrant colours to create an element of surprise and disorganisation. The key is to match geometric forms and focus on colour blocking.



Palette for Pop Graphic trend includes Comedin Går, Silver Grey, Ultra Orange, [NEW] Brick Black, Classic Ruta, [NEW] Bromma Stripe Caffe Latte, [NEW] Bromma Stripe Jet Black, Ivy Green, Vanilla Yellow and Brick Building Pink.

Get the look

Start with a bold colour palette – the design-team at Bemz chose yellow, orange, black, dark green and red. Add patterns into the fabric mix such as block stripes of straight, sharp lines. To help achieve this look use the three new fabrics from Bemz – Bromma Stripe, in Jet Black and Caffe Latte, and Brick Black.

Blocks of colour and geometric shapes are key, which is why we've used very square-shaped pieces such as IKEA's Norsborg sofa. Be sure to keep surfaces clean, flat and functional. Choose a minimum of three different colour blocking schemes and remember not to add any plants to the room! For a finishing touch choose a rug that reminds you of a pop-art painting placed on the floor. This is a youthful look, perfect for a child's room - or for the young and trendy at heart.



Bemz cover for Skruvsta chair in Comedin Går by Stellan Mörner, £89. Bemz cover for Abelvär headboard in Sun Yellow, £95. Bemz bedskirt in Vanilla Yellow, £79. Bemz bedspread in [NEW] Brick Black by Katarina Wiklund, £179. Bemz cushion covers in Stockholm Stripe Caffè Latte, £19, Brera Lino Ivy by Designers Guild, £35, Classic Ruta Black, £19 and Sun Yellow, £15.

Ends

For more information, fabric samples or to borrow covers, please contact:

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Customer service from the UK: 0800-048 84 04 (Toll Free)

High resolution images from Bemz available [here](#).

Notes to Editors:

Caption information for images:

Top image:

Bemz cover for the [NEW] Norsborg sofa with pockets, in [NEW] Bromma Stripe Jet Black, £299. Bemz cover for the Mellby armchair in [NEW] Brick Black by Katarina Wiklund, £159. Bemz cushion covers in Sun Yellow, True Blue, £15 each, and Jardin Exochic Mediterlanée by Christian Lacroix, £45.

Second image:

Bemz cover for the [NEW] Norsborg sofa with pockets in Vanilla Yellow, £189. Bemz cover

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for the [NEW] Norsborg add-on chaise longue in Vanilla Yellow, £109. Bemz cover for the Klappsta armchair in Classic Ruta Black, £99. Bemz cushion covers in Tegnér Melange Rose, £25, and [NEW] Brick Black by Katarina Wiklund, £19.

Third image:

Bemz medium skirt covers for the Nils chairs in Comedin Går by Stellan Mörner, £59 and Ultra Orange, £29.

Fourth image:

Bemz cover for the Klappsta armchair in Classic Ruta Black, £99.

Fifth image:

Palette for Pop Graphic trend: Comedin Går by Stellan Mörner, Silver Grey, Ultra Orange, [NEW] Brick Black by Katarina Wiklund, Classic Ruta by Katarina Wiklund, [NEW] Bromma Stripe Caffè Latte by Katarina Wiklund, [NEW] Bromma Stripe Jet Black by Katarina Wiklund, Ivy Green, Vanilla Yellow and Brick Building Pink by Katarina Wiklund.

Sixth image:

Bemz cover for the Skruvsta chair in Comedin Går by Stellan Mörner, £89. Bemz cover for the Abelvär headboard in Sun Yellow, £95. Bemz bedskirt in Vanilla Yellow, £79. Bemz bedspread in [NEW] Brick Black by Katarina Wiklund, £179. Bemz cushion covers in Stockholm Stripe Caffè Latte, £19, Brera Lino Ivy by Designers Guild, £35, Classic Ruta Black, £19 and Sun Yellow, £15.

About Bemz

Bemz is a Swedish design company that produces tailor-made covers for IKEA furniture and other home textile products. The company was founded in 2005 by Lesley Pennington. The Bemz brand philosophy is deeply rooted in Scandinavian design history. Bemz fabrics are specially selected for their high quality, natural materials and all Bemz textiles are machine washable. With a business idea based on extending the life of IKEA furniture, Bemz environmental commitment is significant. Furthermore, Bemz eliminates overproduction by only manufacturing what customers have ordered and all production takes place in Europe, its biggest market. In December 2009, Bemz opened a store at Odengatan 22, in Stockholm - a shop and showroom in one.

More facts and figures on Bemz [here](#).

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